

**BRAND STYLE GUIDE**

**WRFG 89.3 FM**

Your station for progressive information and handpicked quality music

Nick Seth Art

WRFG Atlanta 89.3 FM Radio Free Georgia Broadcasting Organization, Inc. provides a voice for those who have been traditionally denied open access to the broadcast media through the involvement of a broad base of community elements to guarantee that access.

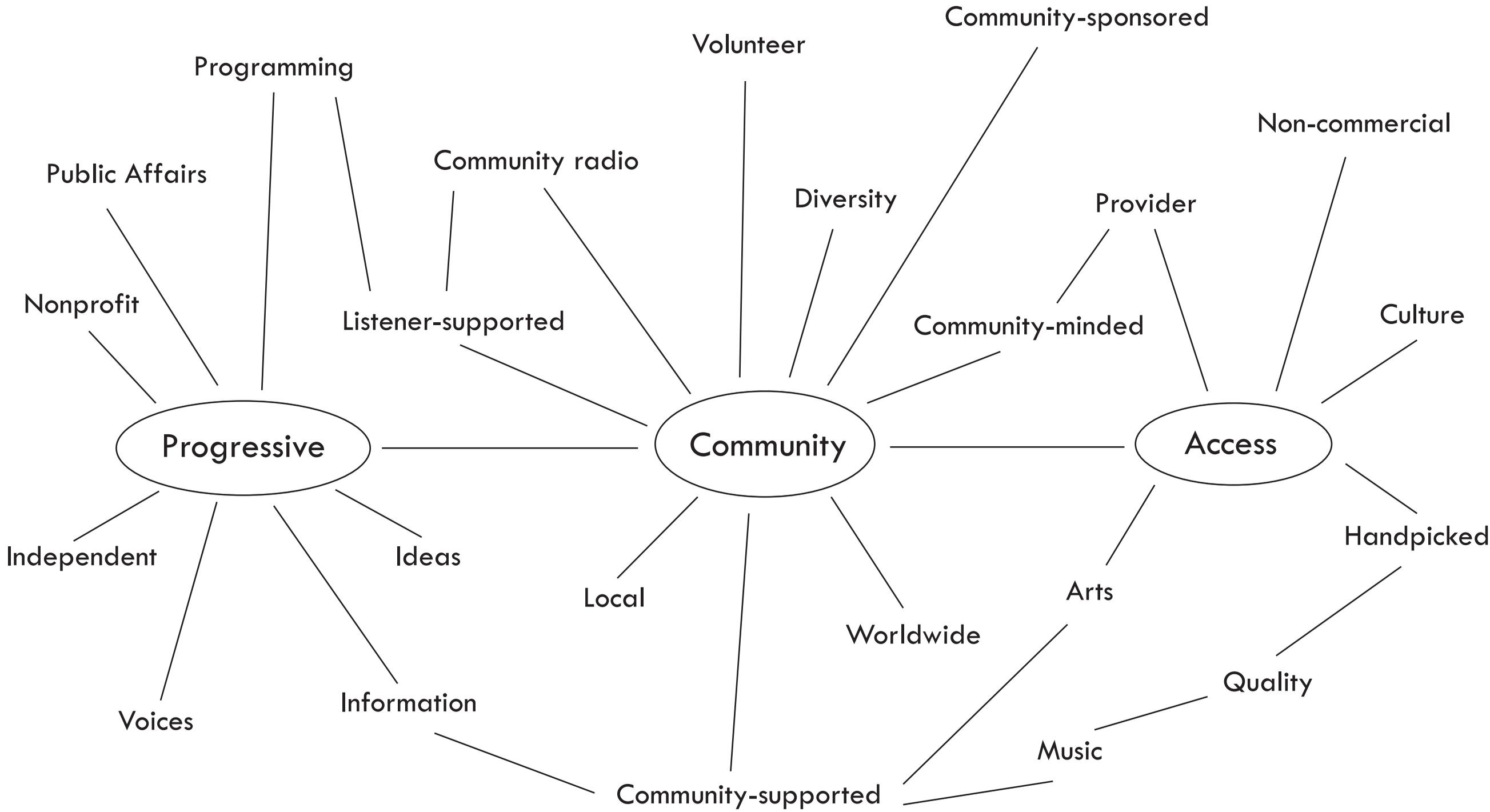
In the utilization of the station's facilities and in its programs the following communities will receive first priority:

1. Those who continue to be denied free and open access to the broadcast media,
2. Those who suffer oppression or exploitation based upon class, race, sex, age, creed, sexual orientation, disability, or immigrant status.

Determined to create a unique design to represent the station's diverse and eclectic offerings, my design takes into account the designs other community radio stations typically used (e.g. radio towers, radios, mics).

I present the WRFG community compass. In thinking through how WRFG should be represented through a visual design, many ideas came to mind, including a group of diverse people, flags from various countries, icons representing music and arts, a world map, Pangaea, and other visual imagery. After realizing the difficulties in encompassing all that WRFG creates and provides space for, I decided to design a compass with the call numbers front and center.

The community compass represents not only that WRFG 89.3 is the destination for progressive information, community, and arts & culture, but it shows that WRFG is a conscious operation, aware of the happenings across our globe. It is a community-based program that promotes culture, music, arts and information from Atlanta and the greater global community.





Full Lockup, with exterior text



Compass Mark, without exterior text





Difficult to see



Visible



Visible

Over gradients



Visible

Logo Use - Color



Visible

Over solid colors



For the Full Lockup version of the logo, it's recommended to not go below the 150x150 pixel size, as any smaller would make it difficult to see the exterior text. The logo to the left is sized at 150x150 pixels for reference.



For the Compass Mark version of the logo, it's recommended to not go below the 100x100 pixel size, as any smaller would make it difficult to see the Atlanta text on the bottom half of the compass. The logo to the left is sized at 100x100 pixels for reference.

Thank you

NSA